

## THE CHALLENGES

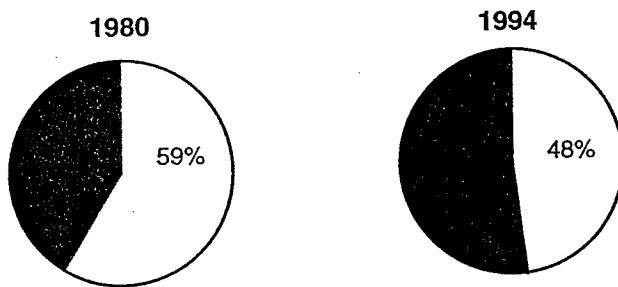
The Strategic Planning Committee for Woodland identified eleven critical challenges that can change the way residents of Woodland will evaluate the success of the library over the next decade. These eleven challenges define the issues that are at the heart of the strategic responses that we outline in the last section of this report:

### GROWING DISCREPANCIES IN OUR SOCIETY

#### California is Losing the Middle

The middle class in California is shrinking. Over the last 15 years, the share of households that earn middle level income (from \$15k to \$50k in constant dollar annual income) have fallen from almost 60% to under 50%. In contrast to the state as a whole, Woodland maintains a much larger share of middle class earners (Figure 1 and Table 1).

*Figure 1*  
*The Middle Class Is Shrinking*  
*(Share of households in thousands of constant 1993 dollar income)*



Source: U.S. Bureau of the Census, *Money Income in the United States*

Table 1  
Woodland's Middle Class Remains Sizable  
(Share of all households by income)

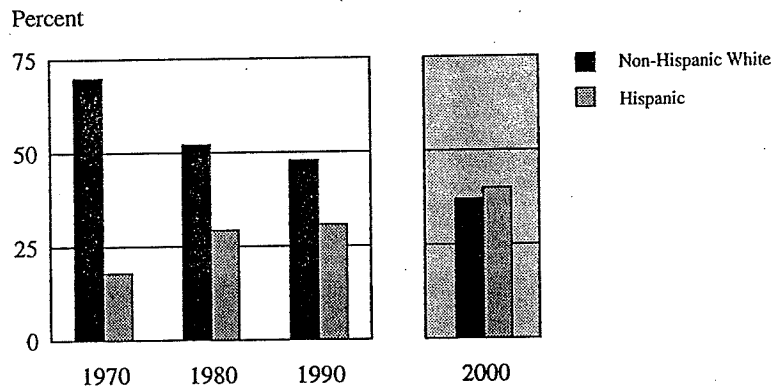
	<u>California</u>	<u>Woodland</u>
Under \$15K	19	19
\$15-\$50K	48	56
Over \$50K	32	25

Source: U.S. Census Bureau, *Census of the Population 1990*

### There Is More Diversity In Our Society

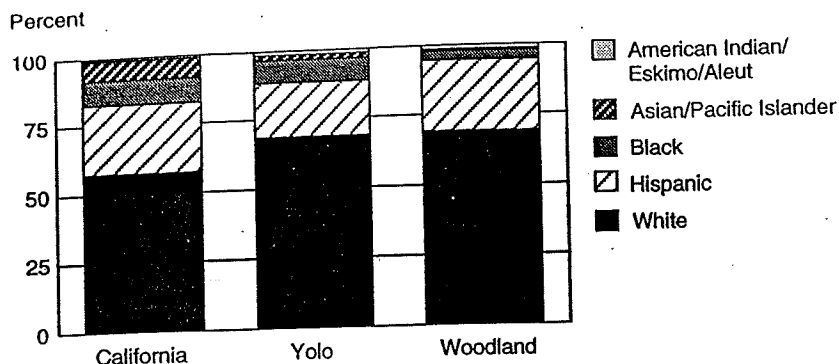
California is rapidly transforming into a multicultural society. By the year 2000, the share of the population that is non-Hispanic white will fall beneath 50% of the total; among the young this has already happened. By the year 2000, Hispanic children will be the largest single ethnic group in the state. Woodland is not quite as diverse as the state as a whole though the share of the population that is non-Hispanic white is less than 75% of the total (Figure 2a and 2b).

Figure 2a  
California Is Being Transformed  
(Share of all children under the age of 5)



Source: California Department of Finance, *Projected Total Population*, Report 93 P-4; and U.S. Census Bureau, *1990 Census Data Tape*

Figure 2b  
Woodland Shares California's Diversity...To Some Extent  
(Share of 1990 population)

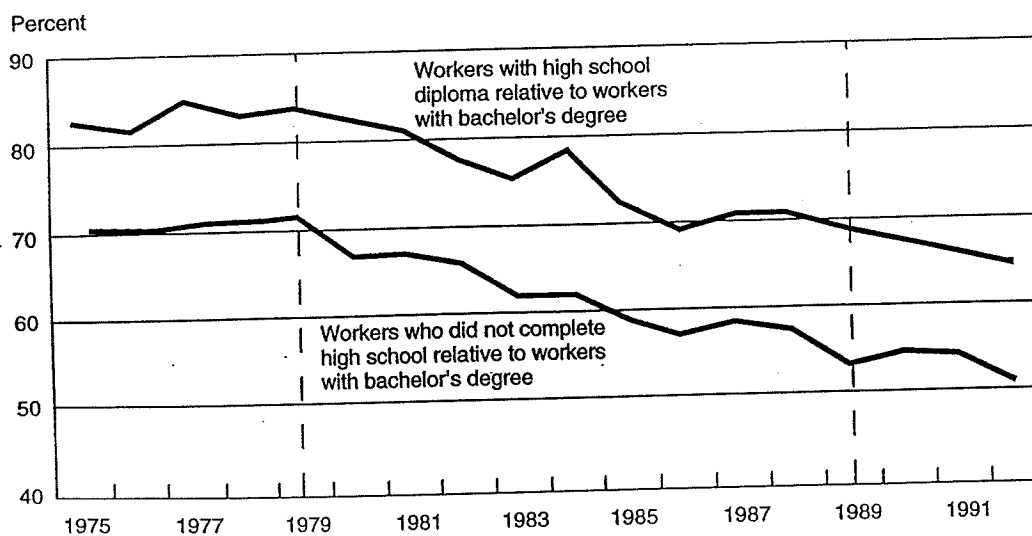


Source: California Department of Finance, *Projected Total Population*, Report 93 P-4; and U.S. Census Bureau, *1990 Census Data Tape*

### Those With Education Get Ahead In The Workplace

Increasingly, the well-rewarded sectors of society are those that require training and education. Since 1980, the spread between young full-time workers who have a B.A. degree and those who have only high school diplomas has grown from about 15% to 35% (Figure 3).

Figure 3  
The Relative Earning Gap of Education Grows  
(Relative earnings of year round, full-time workers, age 25-34)

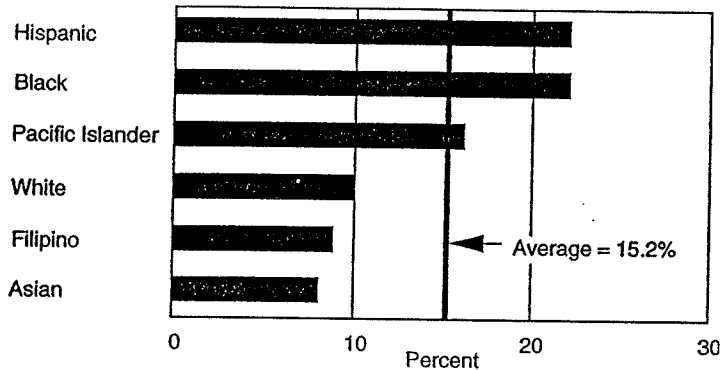


Source: U.S. Census Bureau, *Educational Attainment in the United States*

## Discrepancies Among Our Children

The diversity in California's schools is an important element in attainment. The number of students in the K-12 schools who have limited English proficiency rose almost three times from 1983 to 1992. But school performance is not just associated with language proficiency but with other socioeconomic indicators such as poverty and family structure. Children from families with income under \$20k per year are five times more likely to drop out of school as children with incomes over \$40k. Because of factors like these, the high school drop-out rate is very high for Hispanic and black students and above average for students from the Pacific Islands (Figure 4).

*Figure 4*  
*Sizable Discrepancies In Dropouts By Ethnic Group*  
*(Three year drop out rates for high school class of 1993)*

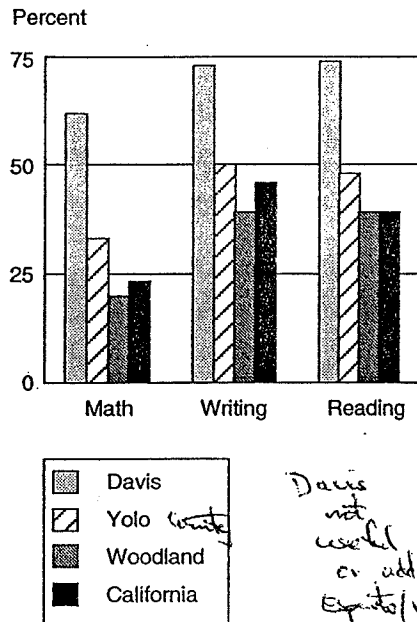


Source: California Department of Education, *Dropout rates in schools*

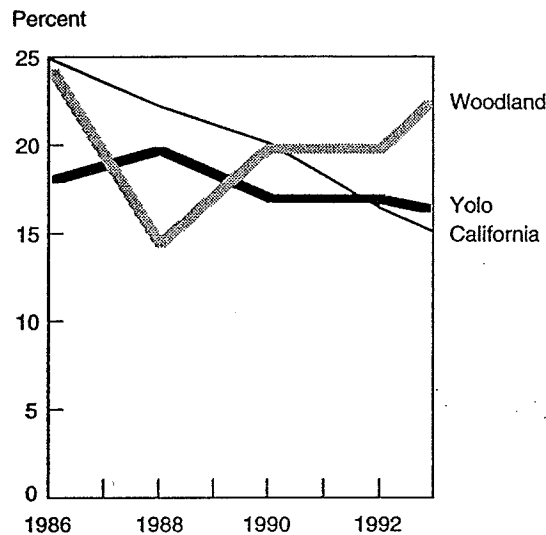
## Woodland Shares Educational Concerns With The State

Woodland's achievement rates in schools are slightly below the state average (and well below those of neighboring community Davis). In addition, the drop-out rate has been rising in Woodland while falling in the rest of California (Figure 5a and 5b).

**Figure 5a**  
Woodland Scores Are Slightly Below Average And Drop Out Rate Is Rising  
(Three year drop out rates for graduating high school class)



**Figure 5b**  
Average Scores On California Assessment Test  
(Three year drop out rates for graduating high school class)



Source: California Department of Education

## INFORMATION AS A KEY RESOURCE

### **People Feel A Need For More Information**

The people of Woodland clearly express a need for access to information. As an example, survey results show that 55% of residents say that their job requires learning new things all the time and 60% say they need to have computer skills "to be successful".

### **Californians Use More Information Technology Than Others**

Californians use the new information technology more than do residents of other states. California has six of the top ten counties in the use of PCs while, Californians are 50% more likely to use the internet than residents elsewhere (Table 2).

Table 2  
California Leads The Country In Use Of Pcs  
(PCs per 100 population by county)

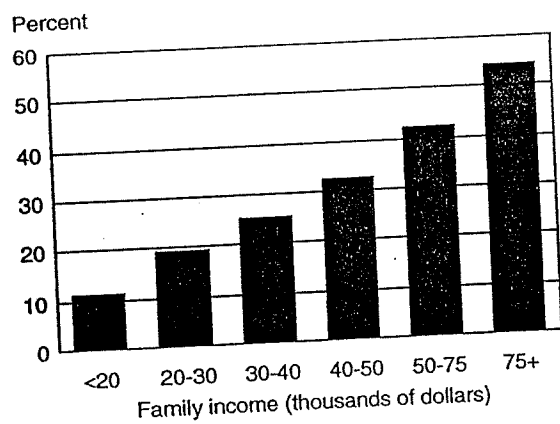
	<u>Cities</u>	<u>PC's</u>
1.	San Jose (MSA)	66
2.	San Francisco (MSA)	60
3.	Boston	58
4.	Washington, D.C.	53
5.	Santa Cruz	45
6.	Seattle	43
7.	Oakland MSA	42
8.	Santa Barbara	40
9.	Minneapolis	38
10.	Orange County	38

Source: PC World

### **Wealthier Families Have More Home Information Resources**

Family income is closely associated with computer use. The higher the family income the more likely a person is to use a computer at home or at work (Figure 6). For students this can be a tremendous disadvantage.

*Figure 6*  
*Low Income Students Are Less Likely To Have A Computer At Home*  
*(Share of all students)*



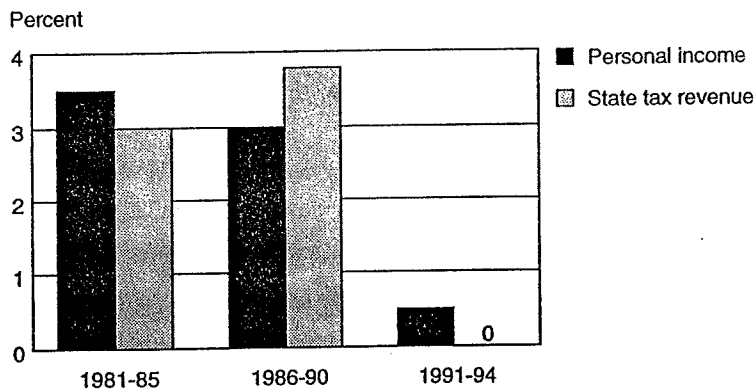
Source: U.S. Census Bureau, Current Population Reports 1994

## GREATER DEMAND BUT FEWER RESOURCES

### **Fiscal Support For Local Services Is Down**

The California economy is in its longest and deepest recession since the 1930s. During the early 1990s, constant dollar personal income in the state grew by less than 1% per year while proceeds from state taxes (in constant dollar terms) didn't grow at all (Figure 7).

*Figure 7  
The California Recession Hits State Revenues Particularly Hard  
(Annual average percent increase in constant dollars)*



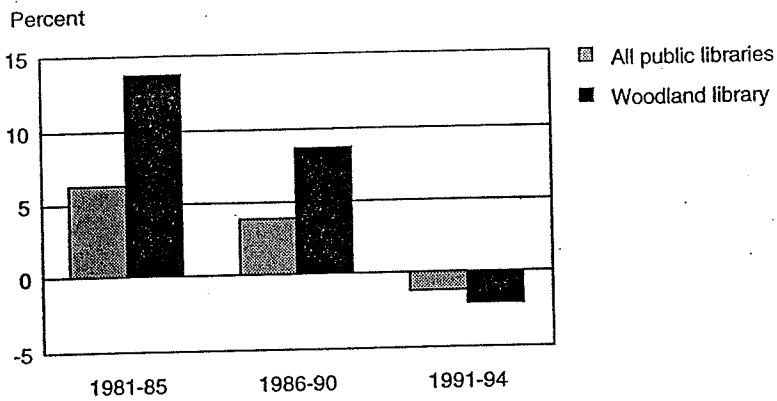
Source: *The Economic Report of the Governor 1995*

### **Library Budget Is Down**

Public libraries in the state felt the slowdown in revenues very dramatically. While library revenues rose faster than overall state revenues during the 1980s, they actually declined during the 1990s. Public library expenditures in Woodland fell faster than total library revenues during the early 1990s (Figure 8).



**Figure 8**  
**Woodland Library Revenues Down Sharply During The Recession**  
 (Average annual percent change in constant dollars)



Source: California State Library, *California Library Statistics*

### Schools Have Trouble Maintaining Libraries

California is lagging other states in providing funds for support services such as libraries. The state ranks last among all the states in students per librarian and is only average in providing the whole range of support services (such as libraries, computer centers, curriculum development) to students.

## WHAT DO WOODLAND RESIDENTS NEED?

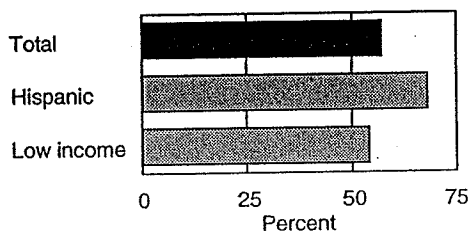
As a part of the planning process, we collected information from Woodland residents through personal interviews, a random sample survey, and questionnaires distributed throughout the community. This section summarizes the key findings from that community response.

### INFORMATION REQUIREMENTS IN WOODLAND

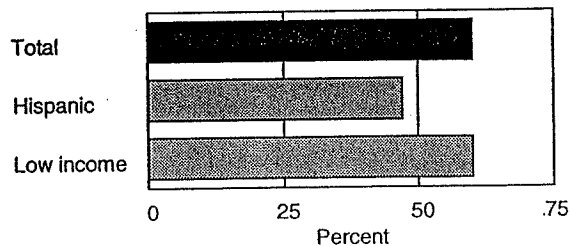
#### Residents want to learn and build skills

The majority of Woodland residents agree that learning new things is essential to success in the workplace and that computer skills are essential for success (Figure 9a and 9b).

*Figure 9a  
Learning New Things Is Essential  
(Percent of Woodland residents who agree  
that "to keep up at my job I have to learn  
new things all the time")*



*Figure 9b  
Computer Skills Are Essential For Success  
(Percent of Woodland residents who agree  
that "in order to be successful these days,  
you need to have computer skills")*



Source: Field Research, *Woodland Survey 1995*

#### There are wide discrepancies in access to information technologies

While two thirds of Woodland residents use a computer at work and 42% have a computer at home, the share of Hispanic or low income residents who have such technologies available is much lower (Figure 10a and 10b).

Figure 10a  
The Majority Of Woodland Workers  
Use A Computer At Work  
(Percent of Woodland employed  
residents who use a computer at work)

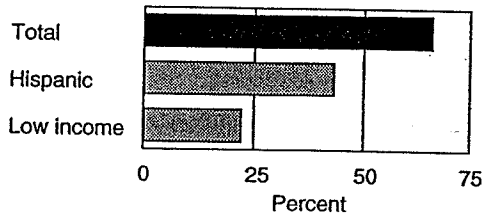
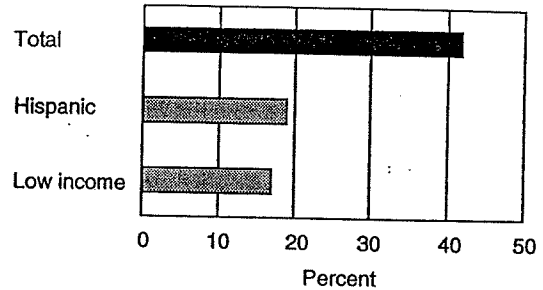


Figure 10b  
Hispanics And Low Income Residents  
Are Less Likely To Have A Computer At Home  
(Percent of residents who have a computer  
at home)



Source: Field Research, Woodland Survey 1995

### <sup>issues</sup> Language problems make it difficult to find information

While most Woodland residents state that they don't have a great deal of difficulty knowing where to go for information, the rate of expressed difficulty is much higher among the Hispanic community and those with low income (Table 3).

Table 3  
Few Residents Find Great Difficulties Finding Information Sources  
(Percent who "agree strongly that they have difficulty knowing where to go or who to call to get the information they need")

	<u>Percent</u>
All Residents	11
Hispanic	52
Hispanic interviewed in Spanish	72
Hispanic interviewed in English	42
Low income	48

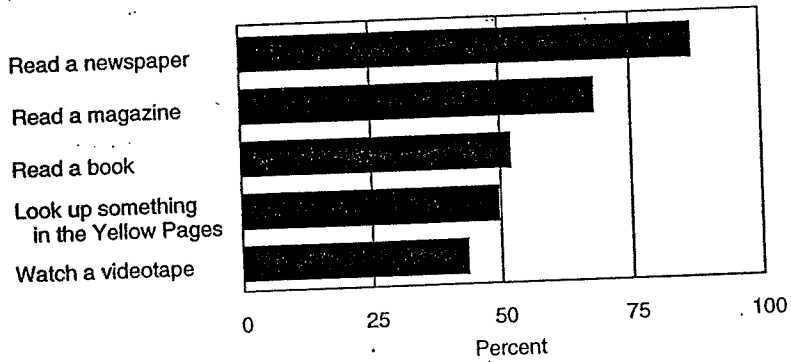
Source: Field Research, Woodland Survey 1995

### Residents like to read

Eighty percent of Woodland residents read a newspaper at least once a week; almost 70% read a magazine and over 50% read a book. In contrast only 40% will watch a videotape

at least once a week, though 90% claim they watch at least 5 hours of television a week (Figure 11).

*Figure 11*  
*Woodland Residents Are Heavy Users Of Printed Material*  
*(Percent who say that once or week or more they...)*



Source: Field Research, *Woodland Survey 1995*

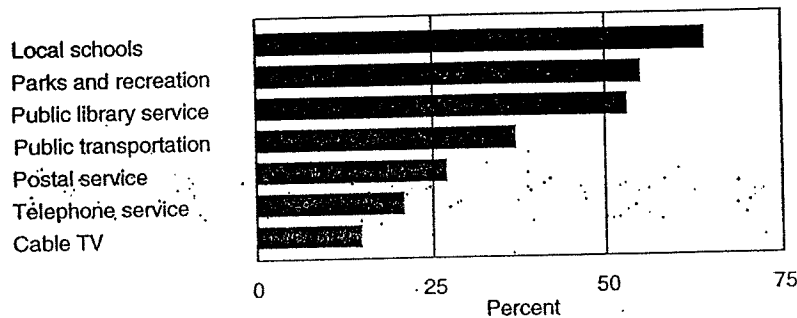
## THE ROLE OF THE WOODLAND LIBRARY

### Three key community services

Woodland residents identify three local services that they would be willing to spend more money on: schools, parks, and libraries (Figure 12).

**Figure 12**

*Residents Would Pay More For Schools, Parks, And Libraries*  
(Percent who would be "willing to pay more money than you currently are for better services")



Source: Field Research, Woodland Survey 1995

### Residents use the library

A large portion of Woodland residents say that they use the library frequently. While only 10% say they use it weekly, 44% say they use it at least monthly. The use seems to spread throughout the community with all ethnic groups and income levels using about the same (Table 4).

**Table 4**

*All Community Groups Use The Library About The Same*  
(Percent who say they use the library at least once a month)

	<u>Percent</u>
<b>Total</b>	<b>44</b>
Non-Hispanic white	43
Hispanic	48
Income under \$20K	44
Income over \$20K	44

Source: Field Research, Woodland Survey 1995

### Less language proficient use the library more

Though we have seen that those who have less proficiency in English have difficulty knowing where to find information, this group tends to use the library more than the rest of the community (Table 5).

*Table 5  
Spanish Speakers Tend To Use The Library More  
(Percent who state that they use the library at least once a month)*

	<u>Percent</u>
Total Population	44
Hispanics who were interviewed in English	44
Hispanics who were interviewed in Spanish	56

Source: Field Research, Woodland Survey 1995

### New services could attract attention

Through community questionnaires, over 80% of respondents indicated an interest in using three types of new services: free programs on current events; kiosks in public places that had information on community and library events; and a service to research and provide articles on topics of interest. Respondents also indicated a strong interest in a computer center; a homework center; and a job search service.